

MAYOR & COUNCIL AGENDA COVER SHEET

MEETING DATE:

September 10, 2007

CALL TO PODIUM:

Tony Tomasello, Assistant City Manager

RESPONSIBLE STAFF:

Tony Tomasello, Assistant City Manager
Britta Monaco, Public Information Director

AGENDA ITEM:

(please check one)

X	Presentation
	Proclamation/Certificate
	Appointment (Reappointments)
	Public Hearing
	Historic District
	Consent Item
	Ordinance
	Resolution
	Policy Discussion
	Work Session Discussion Item
	Other:

PUBLIC HEARING HISTORY:

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

TITLE:

Presentation on the City-Wide Citizen Survey

SUPPORTING BACKGROUND:

The City has retained National Research Center, Inc. (NCS) to administer a city-wide citizen survey. NCS will utilize The National Citizen Survey™ which was developed in association with the International City/County Management Association (ICMA) and has been utilized by over 400 local governments in the past 10 years.

Staff will provide a brief PowerPoint presentation describing various aspects of the process. The survey is expected to be complete by the end of the calendar year.

Attachment – Draft PowerPoint slides

DESIRED OUTCOME:

Hear Presentation

City of Gaithersburg, Maryland

“City-Wide Citizen Survey”

September 10, 2007



Background

- Strategic Direction #10 – Communication
 - Mayor & City Council authorized a comprehensive Citizen Survey at the January, 2007 retreat
 - Funds were authorized in the FY 2008 budget
 - National Research Center, Inc. (NRC) provides the service in conjunction with the International City/County Management Association
-

National Citizen Survey Network

- NRC has been conducting the National Citizen Survey for over 10 years
 - More than 400 local governments are included in the current database
 - Our results will be compared to norms from the database to put ratings in perspective
-

Purpose of the Survey

- Assess resident satisfaction with municipal services
 - Create benchmarks of service quality ratings to gauge progress when measured against future surveys
 - Identify community needs
 - Help develop the annual Strategic Plan
-

Survey Content- Example

- **How do you rate the quality of each of the following services in the City of Gaithersburg?**

■					don't	
■		<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>know</u>
■	Public Information Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■	Recycling Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■	Snow Removal Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- **In the last 12 months, about how many times, if ever, have you or your household members done the following things in the City?**

■					more	
■			once or	3 to 12	13 to 26	than 26
■		<u>never</u>	<u>twice</u>	<u>times</u>	<u>times</u>	<u>times</u>
■	Visited a neighborhood park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
■	Accessed the City Web Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Survey Process & Timeline

- 1,200 addresses are selected randomly from zip codes & carrier routes within the City
 - Pre-notification cards mailed to all selected households
 - Surveys delivered to selected households. Spanish language option available upon request.
 - Data collection & processing
 - Final report prepared and delivered to City
 - Process scheduled to begin in the first week of October and be completed by calendar year-end
-

Optional Policy Questions

- Up to 3 customized questions may be included in the survey
 - Apply to unique characteristics or policy issues of individual communities
 - Customized question responses must be measured on a fixed scale (i.e. agree/disagree, support/oppose, very/somewhat/not likely, etc.)
-